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IVE Business 2022 - 2023

Business

INSPIRING INNOVATION

INFORMATION GUIDE 2022-2023

Member of **VTC** Group

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**BUSINESS
DISCIPLINE**

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Hong Kong Institute of Vocational Education (IVE)

香港專業教育學院



As a member of the VTC Group, the Hong Kong Institute of Vocational Education (IVE) is the leading vocational education provider in Hong Kong, committed to educating professionals valued by industries. Supported by its strong industry network, state-of-the-art facilities and a highly qualified teaching team with solid industry experience, IVE adopts an interactive approach in nurturing students' knowledge and passion and helps them lay the foundation for their future development.

The nine IVE campuses create an interactive and innovative learning environment. With its unique "Think & Do" approach, IVE encourages students to express their idea and set their goals, and offers them simulated workplace environments and work attachments, enabling them to master the professional skills that meet industry expectations.

香港專業教育學院(IVE)為VTC院校成員，是香港卓越的专业教育機構，一直為本地行業提供具價值的人才。IVE擁有強大的業界網絡，先進的校園設備，以及資歷水平高、實戰經驗豐富的教學團隊，為學生提供高質素的課程。學院採用互動教學模式，培養學生的知識與熱誠，為明日發展奠定基礎。

IVE採用「思考與實踐」並重的教學方針，讓學生勇於表達意念與抱負，並透過模擬實況工作環境和實習，讓他們實踐意念，切實掌握專門技術，配合職場需要。IVE共有九間院校，設施齊備，為學生提供互動創新的學習空間。

Business Discipline

商業學科



Tapping into the opportunities provided by Hong Kong as a world class smart city, Business Discipline aims to nurture talents with multifaceted skills, creativity and inventive mindsets in response to the manpower needs of various business sectors.

The Discipline offers a wide spectrum of programmes with module syllabi consisting of state of the art concepts in technology applications, and integrated with Artificial Intelligence (A), Blockchain (B), Cloud Computing (C) and Data Analytics (D) under business operations which allows students to acquire the latest digitalized skills. Furthermore, a practical and student-centered curriculum such as Project-based Learning, Workplace Learning & Assessment and Design Thinking are adopted in order to develop students' 21st century competencies for further study and career development. The Discipline also works closely with industry partners to provide students valuable learning opportunities through seminars, webinars, study visits and overseas exchange programmes, etc.

商業學科把握香港作為一個世界級的智慧城市所提供的機會，致力培育行業專才，培養學生的多元化出路、創意及創新思維，以回應不同企業的人才需求。

學科提供的課程涵蓋不同的商業範疇，學科的單元教學內容加強對先進科技知識的運用，並加入人工智能、區塊鏈、雲端運算及數據分析等應用技巧，讓學生獲得最新的數碼化技能。此外，課程著重實務培訓，並以學生為本，採納了教學模式包括：專題為本研習、職場學習及評核、設計思維，有助學生裝備21世紀的所需技能，為未來升學及職場發展奠定堅實的基礎。學科亦與業界伙伴舉辦不同類型的活動，例如行業講座、網絡研討會、公司探訪及海外交流活動等。

Programmes and Offering Campuses

課程及開辦院校

Professional Services Programme 專業服務課程

- SV** HD in Real Estate and Property Management
房地產及物業管理高級文憑 ▶ **ST**
- SV** HD in Aviation and e-Logistics
航空及電子物流高級文憑 ▶ **TY**
- SV** HD in Aviation Services and Passenger Transport
航空服務及客運管理高級文憑 ▶ **TY**
- SV** HD in Human Resources and Talent Analytics
人力資源管理及人才分析高級文憑 ▶ **KT | TY**
- SV** HD in Accountancy with Business Analytics
會計及商業分析高級文憑 ▶ **HW | KT | ST | TM**
- SV** HD in Banking and Financial Analysis
銀行及財務分析高級文憑 ▶ **HW | ST**
- SV** HD in Legal Studies
法律學高級文憑 ▶ **ST**

Business and Marketing Programme 商業及營銷課程

- SV** HD in Advertising and Media Communications
廣告及媒體傳播高級文憑 ▶ **TY**
- SV** HD in Event Marketing and Digital Promotion
活動及數碼推廣市場學高級文憑 ▶ **KT | TY**
- SV** HD in Marketing and Customer Analytics
市場學及顧客分析高級文憑 ▶ **ST | TM**
- SV** HD in Retail Innovation and Management
零售創新及管理高級文憑 ▶ **HW**
- SV** HD in Social Media and Digital Marketing
社交媒體及數碼營銷高級文憑 ▶ **KT**
- SV** HD in Business with E-Commerce
商業(電子商貿)高級文憑 ▶ **KT**
- SF** HD in Business Administration
工商管理學高級文憑 ▶ **ST**

Interdisciplinary Collaboration Programme 跨學科合作課程

- SV** HD in Global Business Management with Languages
環球商業管理及語言高級文憑 ▶ **HW**
- SV** HD in Artiste and Cultural Management
演藝及文化管理高級文憑 ▶ **KT**
- SV** HD in Public Relations and Digital Communication
公關及數碼傳訊高級文憑 ▶ **KT**
- SV** HD in Management for Disciplined Services
紀律服務管理高級文憑 ▶ **TM**

Diploma of Foundation Studies (Business / Retail) 基礎課程文憑(商業 / 零售)

- SV** Diploma of Foundation Studies - Business
基礎課程文憑 - 商業 ▶ **HW | KT | ST | TM | TY**
- SV** Diploma of Foundation Studies - Retail
基礎課程文憑 - 零售 ▶ **HW**

SV = Subvented Programmes
資助課程

SF = Self-financed Programmes
自資課程

Offering Campuses 開辦學校

HW = Haking Wong 黃克競
KT = Kwun Tong 觀塘
ST = Sha Tin 沙田
TM = Tuen Mun 屯門
TY = Tsing Yi 青衣

01

Programme Curriculum Feature

課程學習特色

Project-based Learning (PBL)

專題為本研習

Project-based Learning is a student-centered learning approach, which aims to create a distinctive learning experience for students and to develop students' 21st century competencies including communication, problem solving, design thinking and collaboration. Students will acquire project learning skills in a step-by-step manner throughout their study.

By embracing PBL in the curriculum, all programmes of the Business Discipline provides students an interactive and fun learning experience in which students involve in the entire process of project work from developing an effective driving question to presenting a finished product to an authentic audience. PBL is also a great way to give students a meaningful learning opportunity by integrating knowledge and skills and engaging in cumulative activities to investigate and solve real-life problem.

「專題為本研習」是以學生為中心的學習方法，旨在為學生提供不一樣的學習體驗，並培養學生21世紀所需的關鍵技能，包括溝通、解難能力、設計思維和團隊協作。通過專題研習，學生循序漸進地建構相關知識和技能。

透過「專題為本研習」，商業學科為學生提供互動而有趣的學習體驗。在進行專題研習期間，學生將參與建構問題至作品展示等具連貫性的研習活動，將知識和技能整合，去探索真實問題和實踐解決方案。



Workplace Learning and Assessment (WLA)

職場學習及評核

Workplace Learning and Assessment is a structured pedagogical practice whereby students come to learn and being assessed in workplace. WLA aims at integrating learning and practice to gauge the practical skills of students and their ability to utilize professional knowledge.

Business Discipline operates WLA under the module “Work-integrated Learning” by going through workplace training and classroom learning. Experience gained from the established Industrial Attachment Programme, trade-specific workplace training is embedded in the curriculum with more coaching and student support activities such as problem solving skills, ethics and office etiquette are provided. Students are guided by academic supervisors and workplace mentors during their workplace training period. This approach provides students with the latest market-relevant training and equips them with the emerging skills that is essential in this digital age.

職場學習及評核是一套學生於實地職場學習同時被評核的學習模式，目的是結合學習與實踐，評估學生實務技能及運用專業知識的能力。

商業學科透過「職場綜合實習」單元，把課堂授課配合職場培訓，結合多年於「工作實習」計劃的經驗，把專科職場訓練融合課程內，並加強學生輔導及支援，如解難能力、面試技巧、職場打扮、辦公室禮儀及操守，由學術及職場導師安排。此模式為學生提供最新的市場相關培訓，並為他們裝備了在這個數碼年代不可缺少的新興技能。



Design Thinking

設計思考

Design Thinking is a human-centered problem solving approach. It focuses on people and leads to innovative solutions. Many organisations adopt this approach in their strategy building to cope with the perennial challenges in the 21st century.

Since the academic year of 2018/19, Business Discipline has applied Design Thinking in the curriculum of all Higher Diploma programmes. It includes the discipline core module “Design Thinking and Entrepreneurship” and students' business project competition. Through teaching and learning, we aim at making academic learning and life skills relevant, and to maximize students' potential.

設計思考是一個以人為本的解決問題方法，透過從人的需求出發，為各種議題尋求創新解決方案，是企業用以面對21世紀變化與挑戰的方案。

商業學科自2018/19學年起已經將設計思考放於高級文憑課程內，包括將「設計思考與企業家精神」設定為課程之核心單元及舉辦學生商業提案比賽，藉此貫穿課堂所學與生活技能，協助學生塑造自身優勢。



Core Module: Design Thinking and Entrepreneurship

核心單元：設計思考與企業家精神

Key elements of design thinking and entrepreneurship skills are introduced in this module with the mission of cultivating creative and innovative thinking in students. Various activities such as lectures, workshops, seminars, and industrial visits are the ways to get students to appreciate entrepreneurial spirits and to help students realise their own aspiration.

此單元為學生提供實用而互動的學習體驗，並結合商業元素進行專題研習，引導學生應用設計思考概念於各商業環節中，藉以提升學生的創新思維及解難能力。此外，透過舉辦不同類型的活動如企業參觀、座談會及工作坊等，啟迪學生的企業家精神及培養他們實踐抱負的信心。



Digitalisation

數碼化

The world is evolving to a digital future and so is education, both in terms of pedagogical methodologies and instructional tools. Being a major disruptive force in constructing the new normal, digital technologies have radically and rapidly changed the way people live, learn and work.

Embracing the opportunities and challenges arising from the digital transformation, the Business Discipline enhances its pedagogy with digital elements. To equip students with skills that employers are looking for in the digital era, the programme curricula are enriched with application of innovative IT elements in business contexts. Various cutting-edge instructional tools are adopted in teaching delivery with the aim of creating an interactive and fun environment to enhance students' learning.

世界不斷演進並邁向數碼未來，教育亦然——無論是在教學法還是教學工具。作為一股構建新常態的破格力量，數碼科技已徹底及迅速改變了人類的生活、學習和工作方式。

為迎接數碼轉型帶來的機遇和挑戰，商業學科在教學中加入了不同的科技元素。課程內容包含各種創新商業科技的應用，使學生掌握在數碼時代職場所需技能。教學時亦會運用最新的教學科技，以創造一個互動而有趣的環境，提升學生的學習表現。



02

Professional Services Programme 專業服務課程

Programme

HD in Real Estate and Property Management
HD in Aviation and e-Logistics
HD in Aviation Services and Passenger Transport
HD in Human Resources and Talent Analytics
HD in Accountancy with Business Analytics
HD in Banking and Financial Analysis
HD in Legal Studies

課程

房地產及物業管理高級文憑
航空及電子物流高級文憑
航空服務及客運管理高級文憑
人力資源管理及人才分析高級文憑
會計及商業分析高級文憑
銀行及財務分析高級文憑
法律學高級文憑



BA114037

Year 1-2

Higher Diploma in Real Estate and Property Management

房地產及物業管理高級文憑

Year 3

BA (Hons) Business and International Management
University of Northumbria at Newcastle, UK

環球商業管理(榮譽)文學士
英國紐卡素洛森比亞大學 *

BSc (Hons) in Surveying Technological and Higher Education
Institute of Hong Kong

測量學(榮譽)理學士
香港高等教育科技學院 *

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

Students develop their interest and competence in land administration and property management services through project-based and workplace learning so that they can fit the needs of the real estate management industry as well as our smart city in the future.

Career Prospects

Graduates are competent to take up positions such as property officer, housing officer, officer trainee, assistant surveyor, assistant property officer and estate assistant.

課程特色

透過職場學習及專案研習，引領學生對土地行政及物業管理產生興趣及獲得相關專業技能。為未來房產管理業及智慧城市，提供適合的管理人才。

就業

畢業生因應其職業意向，可勝任物業主任、房屋事務主任、見習主任、助理測量師、助理物業主任或產業助理等職位。

Professional Core Modules

- Property Management
- Property Valuation
- Planning and Land Administration
- Intelligent Building Systems & Building Information Modelling

專業核心單元

- 物業管理
- 物業估價
- 規劃及土地行政
- 智能大廈系統及建築信息模擬

Property Management
Planning # Smart City
Surveying # Housing

物業管理 # 規劃
智慧城市 # 測量
房屋

@ tobychan@vtc.edu.hk

☎ 2256 7231

📍 ST

BA114041

Year 1-2

Higher Diploma in Aviation and e-Logistics

航空及電子物流高級文憑

Year 3

BA (Hons) Business Management
Sheffield Hallam University, UK
商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. The programme emphasizes practical training through providing job opportunities in logistics companies and airlines for students to equip themselves with skills and knowledge in a real-life situation.
2. The programme also enables students to appreciate the technology advancement in logistics and aviation industries in improving passenger satisfaction and operation efficiency.

Career Prospects

Graduates are employed in logistics and aviation management in both public sector and commercial organisations including logistics companies, airlines and government departments. Graduates are competent to take up positions such as logistics officer, airline operations assistant, flight attendant and customer service officer.

課程特色

1. 本課程着重實習訓練，透過在物流公司及航空公司的實習機會，裝備學生獲取業內所需的技能與知識。
2. 本課程讓學生更了解科技運用在提升旅客體驗及營運效率的重要性。

就業

畢業生可在不同類型機構發展事業，包括物流企業、航空公司及政府部門等。畢業生可勝任的職位包括物流主任、航空營運助理、機艙服務員及地勤人員等。

Professional Core Modules

- Logistics Management
- Business Environment for Transport and Logistics
- Service Management
- HRM in Aviation

專業核心單元

- 物流管理
- 運輸及物流營商環境
- 服務管理
- 航空業人力資源管理

Logistics
Airport
Airfreight

Aviation
Airline

物流
機場
空運

航空
航空公司

@ basklam@vtc.edu.hk

☎ 2436 8489

📍 TY

BA114042

Year 1-2

Higher Diploma in Aviation Services and Passenger Transport

航空服務及客運管理高級文憑

Year 3

BA (Hons) Business Management
Sheffield Hallam University, UK
商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. Provides students with a solid foundation for various business operations and practices in aviation, airline, airport and passenger transport industries.
2. Enables students to establish a correct and positive attitude to customers and acquire the necessary skills and tools to deliver quality customer services.

Career Prospects

Graduates can develop their careers in the fields of passenger transport or customer services management. They are competent to take up positions like flight attendants, airline ground staff, cruise ambassadors, retail operation trainees, call center operation trainees, and customer service representatives in the public and private sectors.

課程特色

1. 本課程旨在為學生提供航空、航空公司、機場和客運行業各種業務營運和實踐的堅實基礎。
2. 課程亦使學生能夠樹立對客戶正確和積極的態度，並掌握必要的技能和工具，以提供優質的客戶服務。

就業

畢業生可於不同的公營或私營機構內勝任有關客運或客戶服務管理領域發展自己的職位，包括機艙服務員、航空公司地勤人員、郵輪大使、營業主任、電話中心客戶服務主任、客戶服務代表等。

Professional Core Modules

- Introduction to Aviation
- Airport Passenger Services Training
- Airline Cabin Crew Training
- Customer Service Enhancement
- Quality & Safety Management System in Passenger Transport

專業核心單元

- 基礎航空
- 航空公司地勤服務訓練
- 航空公司機艙服務訓練
- 顧客服務與優化
- 客運業品質與安全管理系統

Aviation # Airline
Airport Ground Services
Customer
Cruise Pier

航空 # 航空公司
地勤服務 # 客運服務
郵輪碼頭

@ hsau@vtc.edu.hk

☎ 3757 9216

📍 TV

BA114044

Higher Diploma in Human Resources and Talent Analytics

人力資源管理及人才分析高級文憑

BA (Hons) Business and Human Resource Management
Sheffield Hallam University, UK
商業及人力資源管理(榮譽)文學士
英國謝菲爾德哈蘭大學

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

Equips students with practical competence, especially the elements of HR digitalization, talent analytics, VR application and innovation. It enables students to provide services and support in facing current and upcoming challenges in the aspects of human resource management functions.

Career Prospects

Graduates are competent to take up posts such as human resource officer, training officer, talent acquisition officer or compensation & benefits analyst. From a broader perspective, graduates can serve in positions of administrative executive or management trainee in general business sectors.

課程特色

課程培育學生的人力資源專業知識及技能，尤其加入數碼化、人才分析、虛擬實境應用及創新等元素。令學生學以致用，為升學及就業打好基礎。

就業

畢業生可於不同類型的機構擔任人力資源或管理之相關職務，職位包括人力資源主任、培訓主任、人才招聘主任、薪酬管理主任、行政主任、見習行政人員等。

Professional Core Modules

- Human Resource Management & Practices
- Human Resource Analytics
- Employment Law and HR Practices
- Cloud and Human Resource Information System
- Training and Talent Management in Digital Workplace

專業核心單元

- 人力資源管理與實踐
- 人才分析
- 僱傭條例
- 雲端及人力資訊系統
- 數碼化中的培訓及人才管理

HRM

Talent Analytics

HR Digitalization

Talent Management

Employment Law

人力資源管理

人才分析

人力資源管理數碼化

人才管理

僱傭條例

@ cmkwok@vtc.edu.hk

☎ 3757 9223

📍 KT | TY

BA114047

Year 1-2

Higher Diploma in Accountancy with Business Analytics

會計及商業分析高級文憑

Year 3

BA (Hons) in Professional Accounting
Technological and Higher Education
Institute of Hong Kong
專業會計 (榮譽) 文學士
香港高等教育科技學院

BA (Hons) International Banking and
Finance
University of Northumbria at Newcastle, UK
國際銀行及金融學(榮譽)文學士
英國紐卡素洛森比亞大學

*

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

This programme aims to equip students with practical competence, including the element of business analytics, to provide services and support in all aspects of accounting functions in a digital economy.

Graduates can apply for partial exemption from professional accountancy examinations:

- Association of Chartered Certified Accountants (ACCA)
- The Hong Kong Institute of Certified Public Accountants (HKICPA)

Career Prospects

Graduates are competent to take up positions in financial accounting, auditing, taxation, management accounting, financial management, company secretary and general management areas.

課程特色

本課程旨在訓練學生在數碼經濟中會計職務所需的各項實務能力，包括商業分析的元素，以便提供相關的服務及支援。

畢業生可申請豁免部分專業考試：

- 特許公認會計師公會
- 香港會計師公會

就業

畢業生可勝任財務會計、審計、稅務、管理會計、財務管理、公司秘書及行政等相關工作。

Professional Core Modules

- Corporate Accounting
- Auditing
- Taxation
- Computerized and Cloud Accounting
- Financial Management and FinTech Basics

專業核心單元

- 公司會計
- 審計
- 稅務
- 會計電腦軟件及雲端會計
- 財務管理及基礎金融科技

Accounting
Finance
Management
Auditing
Taxation

會計
管理
稅務
財務
審計

@ hwba@vtc.edu.hk

2708 5325

HW | KT | ST | TM

BA114048

Year 1-2

Higher Diploma in Banking and Financial Analysis

銀行及財務分析高級文憑

Year 3

BA (Hons) International Banking and Finance
University of Northumbria at Newcastle, UK
國際銀行及金融學(榮譽)文學士
英國紐卡素洛森比亞大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

This programme aims to equip students with knowledge and related practical skills in banking and financial planning analysis, to prepare them to sit for securities, insurance and banking licensing and professional examinations. It enables students to acquire the essential competence pertinent to employment in financial institutions.

Career Prospects

Graduates can develop their career in banks, securities and investment companies and insurance companies. They are competent to take up positions such as bank teller, customer service representative, personal financial consultant, wealth management consultant, securities dealer, business development officer, credit officer, trade finance operation officer, operational support officer, insurance underwriter and claims officer, etc.

課程特色

課程旨在讓學生掌握銀行業務及財務策劃分析的知識和相關實務技能，裝備他們考取證券、保險及銀行業等牌照及專業考試，從而提升加入金融機構的工作機會。

就業

畢業生可於銀行、證券投資及保險等金融機構，勝任多項職務如銀行櫃檯員、客戶服務代表、投資顧問、財富管理顧問、證券交易員、業務發展主任、授信/放款主任、貿易融資運作主任、運作支援主任、保險核保及索償主任等。

Professional Core Modules

- Banking
- Principles and Practices of Financial Planning
- Investment Analytics
- Insurance Products and Practices
- Law & Regulations in Banking and Finance

專業核心單元

- 銀行學
- 財務策劃原理與實務
- 投資分析學
- 保險產品與實務
- 銀行及金融法律與規例

Banking
Finance
Investment
Insurance
Financial Analysis

銀行
投資
財務分析

金融
保險

@ st-ba@vtc.edu.hk

☎ 2256 7220

📍 HW | ST

BA114050

Year 1-2

Higher Diploma in Legal Studies

法律學高級文憑

Year 3

BA (Hons) Business and International Management
University of Northumbria at Newcastle, UK
環球商業管理(榮譽)文學士
英國紐卡素洛森比亞大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

This programme aims to equip students with legal knowledge to take up the position of "Legal Executive"*. Upon completion of the programme, graduates are competent in providing professional support to law firms and commercial corporations in relation to legal work.

Teaching team is in close connection with the legal industry, ensuring the programme is up to the standard of the industry and providing career opportunities to graduates.

Career Prospects

Graduates are able to work as "Legal Executive"* to handle the legal affairs in law firms and commercial corporations. They can also apply for various posts in the disciplinary forces of the government.

(*Need to fulfill the requirements of the Law Society of Hong Kong)

課程特色

課程旨在教授學生法律業界所需的知識以致有能力擔任“法律行政人員”。畢業生完成課程後可在律師行及商業機構提供法律工作的專業支援。教學人員與法律業界保持緊密連繫，確保課程符合業界要求，並為畢業生提供就業機會。

就業

畢業生可擔任“法律行政人員”，並在律師行及商業機構從事法務工作。他們也可申請政府紀律部隊的職位。

(*須符合香港律師會的相關要求)

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☎ 2256 7245

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Professional Core Modules

- Advocacy
- Legal Writing
- Criminal Law and Procedure
- Land Law and Conveyancing
- Succession and Probate Practice

專業核心單元

- 訴訟技巧
- 法律文書草擬
- 刑法及訴訟程序
- 土地法及租賃實務
- 繼承法及遺囑認證實務

Law
Court
Government

Legal
Lawyer

法律
法庭
政府

法學
律師

03

Business and Marketing Programme 商業及營銷課程

Programme

HD in Advertising and Media Communications
HD in Event Marketing and Digital Promotion
HD in Marketing and Customer Analytics
HD in Retail Innovation and Management
HD in Social Media and Digital Marketing
HD in Business with E-Commerce
HD in Business Administration

課程

廣告及媒體傳播高級文憑
活動及數碼推廣市場學高級文憑
市場學及顧客分析高級文憑
零售創新及管理高級文憑
社交媒體及數碼營銷高級文憑
商業(電子商貿)高級文憑
工商管理學高級文憑



BA114040

Year 1-2

Higher Diploma in Advertising and Media Communications

廣告及媒體傳播高級文憑

Year 3

BA (Hons) International Marketing
Coventry University, UK
國際營銷(榮譽)文學士
英國考文垂大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. The programme focuses on Advertising, Media, PR, Events, Marketing knowledge and practical skills. The programme provides professional audio and visual facilities as well as computing software and hardware.
2. Student's ability will be developed in three directions, namely, creativity, academic knowledge and technical skills (such as photography, graphic design, social media content production, PR and event marketing, data analytics).

Career Prospects

Graduates may choose to study at a top-up degree or develop their career in the fields of advertising, public relations, and/or marketing at supervisory level. Positions include account executive, media executive, designer, marketing officer, PR executive and brand officer.

課程特色

1. 課程內容涵蓋廣告、媒體、公關活動及市場學的專業知識，以及職場實際操作技巧。並為同學提供專業影音器材，配以嶄新電腦軟件及硬件。
2. 課程強調創意培訓（內容包括廣播媒體製作、動畫及品牌角色設計）、市場傳播技巧（例如攝影及互動設計、社交媒體內容製作、公關活動推廣）及學術知識（例如市場策略、網絡分析及數碼營銷），使學生能全面接觸市場傳播的工作，為企業打造國際品牌。

就業

畢業生既可選擇升讀銜接學士課程，亦可投身職場，在廣告及公關業內出任客戶主任、公關主任、媒介主任、設計員等。在市務職位上，可受聘為市場主任、助理產品經理，統籌品牌定位及營銷推廣。

Professional Core Modules

- Marketing Communications
- PR & Event Marketing
- Web Analytics and Digital Marketing
- Services Marketing
- Advertising Studio: Photography and Interactive Design

專業核心單元

- 市場傳播
- 公關活動策劃
- 網絡分析及數碼營銷
- 服務市場學
- 廣告工作室：攝影及互動設計

Advertising

Marketing

PR Event

廣告宣傳

媒體

設計

Media

Design

市場推廣

公關活動

@ gmok@vtc.edu.hk

☎ 2595 8204

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BA114043

Higher Diploma in Event Marketing and Digital Promotion

活動及數碼推廣市場學高級文憑

BA (Hons) International Marketing
Coventry University, UK
國際營銷(榮譽)文學士
英國考文垂大學

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

Through classroom learning as well as real-life training in mega events or major exhibitions, students can execute their ideas in a real working environment and gain practical experience.

Modules of Event Management for eSports and Wedding events are provided to develop students' talent in specialized event organizing.

Career Prospects

Graduates are competent to develop their careers in the fields of event marketing, event planning & production, exhibition, sales, public relations, marketing, advertising, marketing communications, digital marketing, wedding planning, and e-sports production, etc.

課程特色

透過課堂學習及參與企業推廣活動或大型展覽會等工作實習安排，學生可在真實工作環境下體驗活動策劃的挑戰及樂趣，獲得實務技巧。

特設電競管理及婚禮統籌單元，讓學生發展專項活動統籌的才能。

就業

畢業生可勝任活動推廣、活動策劃與製作、展覽會、銷售、公關、市場策劃、廣告、市場傳訊、數碼營銷、婚禮宴會統籌及電競賽事統籌等工作。

Professional Core Modules

- Event Staging and Production
- Digital Marketing for Event & Promotion
- Exhibition Marketing
- Event Management for Wedding
- Event Management for eSports

專業核心單元

- 活動製作
- 數碼營銷管理
- 展覽市場學
- 婚禮統籌
- 電競活動及賽事統籌

Festival
eSports
Wedding

MICE
Exhibition

節慶管理
電競
婚禮統籌

公關
展覽

@ dora_lee@vtc.edu.hk

2727 9425

KT | TY

BA114045

Year 1-2

Higher Diploma in Marketing and Customer Analytics

市場學及顧客分析高級文憑

Year 3

BA (Hons) International Marketing
Coventry University, UK
國際營銷(榮譽)文學士
英國考文垂大學



*



* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. Provides students with professional training in marketing and equips them with basic skills in data analytics for marketing management, especially with better utilization of technology for marketing analysis, planning and implementation. It covers major marketing aspects including marketing planning, online and social media marketing, marketing data analytics, promotion & marketing communications, customer relationship management, public relations & event management.
2. The diverse scope of study enables graduates to have a wide variety of choices for career development and academic articulation.

Career Prospects

Graduates are competent to take up positions in a wide range of marketing fields in public and private sectors. These include marketing executive, marketing planning coordinator, digital marketing executive, data analyst, marketing communications officer, advertising account executive, business development executive, sales executive, sales and marketing coordinator, brand management executive, marketing research officer, event planning executive, public relations executive and customer services officer.

課程特色

1. 課程不僅為學生提供市場營銷的專業培訓，還使他們掌握數據分析的基本技能，尤其是更好地運用科技來進行營銷分析、策劃和實施。課程涵蓋市場營銷各主要範疇，包括市場策劃、網絡及社交媒體營銷、市場營銷數據分析、推廣及市場傳訊、客戶關係管理、公關及活動策劃等。
2. 透過多元教學使畢業生在升學及就業有更廣闊選擇。

就業

畢業生可於公營或私營機構內，勝任不同類型與市場營銷有關的職位，當中包括市場營銷主任、市場策劃統籌員、數碼營銷主任、數據分析員、市場傳訊主任、廣告客戶主任、業務發展主任、銷售主任、銷售及市場營銷統籌員、品牌管理主任、市場研究主任、項目策劃主任、公關主任及客戶服務主任等。

@ ynchan@vtc.edu.hk

2256 7230

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Professional Core Modules

- Marketing Management
- Mobile and Social Media Marketing
- Marketing Data Analytics
- Buyer Behaviour
- Public Relations and Event Planning

專業核心單元

- 市場營銷管理學
- 流動及社交媒體市場營銷
- 市場營銷數據分析
- 消費者行為學
- 公關及活動策劃

Marketing
Event
Big Data

Promotion
Customer

市場營銷
活動策劃
客戶關係管理

宣傳推廣
大數據

BA114046

Year 1-2

Higher Diploma in Retail Innovation and Management

零售創新及管理高級文憑

Year 3

BA (Hons) International Marketing
Coventry University, UK
國際營銷(榮譽)文學士
英國考文垂大學

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

The programme provides an opportunity for students to learn through engagement with simulated stores and collaborate with DIY e-commerce platforms. Students gain hands-on experience in setting up and operating both online and physical stores in campus. The programme allows students to acquire the relevant skills and enhances their competitiveness.

Career Prospects

Graduates will be competent to take up retail and e-commerce related posts. Apart from working as retail management trainee, retail executive, store supervisor, e-commerce supervisor, retail merchandiser, shopping centre officer, retail marketing officer, etc. in different organizations, students may even start their own e-store or retail business after graduation.

課程特色

課程設有模擬商店及與網店平台合作，讓學生親身體驗經營及管理網店及實體店的運作，為學生畢業後經營網店或零售業務打好基礎。課程緊貼業界的發展及需求，讓學生獲得相關的技能，提升學生的市場競爭力。

就業

畢業生可勝任與零售及電商有關的職務，包括見習店舖經理、零售主管、店舖主任、電子商務主任/助理、零售採購主任、商場事務主任及零售市場推廣主任等。畢業生亦可創辦自己的網店及零售業務。

Professional Core Modules

- e-Store Operations and Practices
- Store Operation with Technology application
- Retail Branding and Communications
- Global Retail Merchandising
- Inno-Tech Global Supply Chain

專業核心單元

- 網店營運及實務
- 店舖營運與科技應用
- 零售品牌及傳播
- 環球零售採購
- 環球創新科技供應鏈

KOL e-commerce

IG shop # youtuber
Retail

開舖及創業 # 電子商務
網店 # 網購
直播 # 零售

@ frankiliu@vtc.edu.hk

☎ 2708 6421

📍 HW

BA114053

Year 1-2

Higher Diploma in Social Media and Digital Marketing

社交媒體及數碼營銷高級文憑

Year 3

BA (Hons) International Marketing
Coventry University, UK
國際營銷 (榮譽) 文學士
英國考文垂大學

Google
Digital Garage

Google
Digital Garage

Google
Digital Garage

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

The programme equips students with practical training and education in social media marketing and content production, online promotion strategies, SEO and SEM, influencer marketing and online store operations. It trains students creative marketing strategies for the digital era to meet the emerging needs and trends of the market.

Career Prospects

Graduates are competent to take up positions such as digital marketing executive, media sales executive, social media specialist, digital media strategist, marketing officer, e-commerce officer, business consultant and advertising & media account executive.

課程特色

學生能掌握社交媒體營銷和內容製作、網絡宣傳策略、搜尋引擎優化和行銷、網紅行銷及網上商店之實務技能，培訓學生網絡新世代的創意營銷策略，以迎合市場的需要與趨勢。

就業

畢業生可勝任數碼及市場營銷職位，如數碼營銷主任、媒體銷售主任、數碼媒體策略師、市務主任、電子商貿主任、商業策略顧問和廣告從業員等。

Professional Core Modules

- Mobile & Social Media Marketing
- Influencer Marketing
- O2O Strategies
- Digital Media Production
- Search Engine Marketing

專業核心單元

- 流動及社交媒體營銷
- 網紅行銷
- 線上線下策略
- 數碼媒體製作
- 搜尋引擎行銷

Influencer Marketing
Marketing Promotion
Online and Offline Marketing Promotion
Social Media
Digital Marketing

網紅行銷 # 市場推廣
線上線下市場推廣
社交媒體 # 數碼營銷

@ ramilamhk@vtc.edu.hk ☎ 2727 9419 📍 KT

BA114055

Higher Diploma in Business with E-Commerce

商業(電子商貿)高級文憑

BA (Hons) Business Management
Sheffield Hallam University, UK
商業管理 (榮譽) 文學士
英國謝菲爾德哈蘭大學

BA (Hons) Business and International Business Management
Northumbria University, UK
國際商業管理 (榮譽) 文學士
英國洛森比亞大學

(Subject to confirmation)

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

This programme aims to equip students with practical skills and knowledge in online store design and development, electronic marketing and analytics, customer relationship and supply chain management so as to nurture them as professional practitioners and entrepreneurs in the electronic marketplace.

Students will be offered international experiential learning activities to develop their international perspective. This programme provides students with ample opportunities to interact with the business world, through work-integrated learning, talks by industry leaders and visits to leading organisations.

Career Prospects

Graduates are competent to take up positions like E-Commerce project assistant, E-Commerce business analyst, social media specialist, E-Commerce web developer, digital marketing officer, E-Business consultant and E-Commerce customer service representative.

課程特色

課程旨在培訓學生掌握網店營運、網絡推廣及分析、客戶服務及供應鏈管理等的實務技能，以成為電子商貿行業的專業人才與創業者。

為培養學生的國際視野，課程將提供不同的海外交流與體驗學習機會。本課程與業界廣泛合作，讓學生參與職場學習、出席業界講座及進行企業探訪，藉此增強學生的競爭力。

就業

畢業生可勝任不同電子商貿行業的職位，如電子商貿項目助理、電子商貿分析員、電商網站設計師、數碼營銷主任、電子商貿顧問及電子商貿客戶服務代表。

Professional Core Modules

- Strategy and Project Management in E-Commerce
- Innovative Technologies and Applications in E-Commerce
- Social Media Marketing and Commerce
- Online Sales and Practices

專業核心單元

- 電子商貿策略與項目管理
- 電子商貿科技與應用
- 社交媒體推廣與銷售
- 網絡營銷與實務

Online Sales
Digital Marketing
Start-up
Social Media
KOL

網上銷售 # 網上推廣
創業 # 社交媒體
網絡紅人

@ garrylau@vtc.edu.hk

2727 9453

KT

BA124002

Year 1-2

Higher Diploma in Business Administration

工商管理學高級文憑

Year 3

BA (Hons) Business and International Management
University of Northumbria at Newcastle, UK

環球商業管理(榮譽)文學士
英國紐卡素洛森比亞大學

*

BA (Hons) Business Management
Sheffield Hallam University, UK

商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學

*



* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. In an international business and innovation centre, business graduates at supervisory and managerial level will continuously be in great demand. This programme equips students with professional, broad range and up-to-date business knowledge and managerial skills to meet the needs of the knowledge-based economy.
2. This programme provides ample opportunities for students to interact with the business world, through industrial attachment, talks by industry leaders and visits to leading organizations.

Career Prospects

Graduates are competent to take up executive, supervisory or managerial positions in industrial, commercial, service or government organisations.

課程特色

1. 作為一個國際財經及創新中心，對商業人才的需求從未間斷。本課程提供既專且博及能與時並進的商業知識及管理技能以配合知識型經濟的需求。
2. 本課程與業界廣泛合作，讓學生參與工作實習、出席業界講座及安排企業探訪的機會，藉此增強在校生及畢業生的就業競爭力。

就業

畢業生可勝任公私營機構內的行政、督導或服務管理等工作。

Professional Core Modules

- Management and Innovation of e-Business
- Big Data and Business Analytics
- Business Start-up and Entrepreneurial Finance
- Digital & Social Media Marketing

專業核心單元

- 電子商業的管理與創新
- 大數據與商業分析
- 創業營商與財務
- 數碼及社交媒體市場學

Business Management
Entrepreneur
Innovative Management
Social Media
Business Start-up
Big Data

商業管理 # 企業家
創新管理 # 社交媒體
創業營商 # 大數據

@ lamkc@vtc.edu.hk

☎ 2256 7859

📍 ST

04

Interdisciplinary Collaboration Programme

跨學科合作課程

Programme

HD in Global Business Management with Languages

HD in Artiste and Cultural Management

HD in Public Relations and Digital Communication

HD in Management for Disciplined Services

課程

環球商業管理及語言高級文憑

演藝及文化管理高級文憑

公關及數碼傳訊高級文憑

紀律服務管理高級文憑



BA114049

Higher Diploma in Global Business Management with Languages

環球商業管理及語言高級文憑

BA (Hons) Business and International Management
University of Northumbria at Newcastle, UK

環球商業管理(榮譽)文學士
英國紐卡素洛森比亞大學

BA (Hons) Business Management
Sheffield Hallam University, UK

商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. Students will learn a second language (Japanese, Korean or Spanish) which will open up their professional and personal opportunities to equip them to work in multinational enterprises and global business.
2. Students will be offered international exposure and connections through short-term experience including study, internship and cross-cultural learning to enhance their learning, life skills and employment prospects.

Career Prospects

Graduates are competent to develop their career in relevant trade area in global business and trade sectors. They are competent to take up positions at officer/executive level in areas such as administration, business, e-commerce, finance, shipping, exhibition, marketing, sourcing and logistics in multinational enterprises.

課程特色

1. 學生將學習一種外語(日語、韓語或西班牙語)，從而開拓更多專業及個人機會，以投身跨國企業及從事環球業務。
2. 學生有機會參與國際交流活動，體驗海外短期學習、實習及跨文化交流，拓展海外人脈網絡，增進學習、生活技能及就業成功機會。

就業

畢業生能勝任不同類型跨國商業機構內的行政、商務、財務、船務、展覽、市場營銷、物料採購及物流等相關職務範疇的主任或助理。

Professional Core Modules

- Business Japanese / Korean / Spanish
- Trade Practices in Global Business
- Trade Show and Exhibition Management
- E-Commerce and Digital Marketing
- Global Business Strategies

專業核心單元

- 商業日語 / 韓語 / 西班牙語
- 環球貿易實務
- 貿易展覽管理
- 電子商貿及數碼營銷
- 環球商業策略

Japanese Korean Spanish
E-Commerce
Event Logistics
Global Business
Exhibition Management

日語韓語西班牙語
電子行銷 # 採購
環球商管 # 展覽

@ lauyuhiu@vtc.edu.hk

☎ 2708 5358

📍 HW

BA114051

Higher Diploma in Artiste and Cultural Management

演藝及文化管理高級文憑

BA (Hons) in Public Relations and International Events Management Technological and Higher Education Institute of Hong Kong

公共關係及國際項目管理(榮譽)文學士
香港高等教育科技學院 *

BA (Hons) Business Management Sheffield Hallam University, UK

商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學 *

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

Through diverse scope of training, this programme aims to equip students with necessary skills and knowledge that are needed for artiste management and execution of promotional arts, cultural and/or entertainment event.

Career Prospects

Graduates can develop their careers in the field of artiste management, operation of arts and culture venue and event marketing. They are competent to take up wide range of positions, such as assistant artiste manager, artist and repertoire (A&R) assistant, music & concert promoter, live event coordinator, performing arts project officer, arts and cultural venue assistant.

課程特色

本課程旨在透過多元化的訓練，讓學生能夠掌握演藝人管理、執行和推廣各類型藝術、文化及娛樂活動所需的知識及實務技巧。

就業

畢業生可以在藝人管理、藝術及文化場地營運，以及活動推廣方面發展，並能勝任演藝及文化行業內的不同崗位工作，例如演藝經理人助理、藝人及製作部助理、音樂會宣傳人員、現場表演節目統籌、演藝表演項目主任、藝術及文化場地助理。

Professional Core Modules

- Artiste Management
- Culture and Pop Culture of Hong Kong
- Digital Marketing in Arts and Cultural Events
- Sound and Lighting Design for Live Show
- Arts and Performing Venue Management

專業核心單元

- 演藝人管理
- 香港流行文化
- 數碼行銷 - 藝術及文化活動
- 現場聲效及燈光設計
- 藝術及表演場地管理

Arts
Cultural events
Artiste Management
Concerts
Entertainment

藝術 # 文化活動
演藝人管理
演唱會 # 娛樂

@ tswtam@vtc.edu.hk

☎ 3928 2411

📍 KT

BA114052

Year 1-2

Higher Diploma in Public Relations and Digital Communication

公關及數碼傳訊高級文憑

Year 3

BA (Hons) in Public Relations and International Events Management Technological and Higher Education Institute of Hong Kong

公共關係及國際項目管理(榮譽)文學士
香港高等教育科技學院 *

BA (Hons) Business Management Sheffield Hallam University, UK

商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學 *

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. This programme covers trade specific public relations theories and practices. In association with the latest digital communication and media technology, it aims to develop students' story-telling and presentation skills and to equip them with the basic skills in producing creative content for multimedia purposes.
2. Through the participation in various industrial projects, students' PR experiences in big data analytic, social media strategy planning, integrated marketing communication, event planning, stakeholder engagement and crisis responses, etc. are accumulated.

Career Prospects

Graduates will be employed in any commerce, government, non-profit organizations and media organizations as Public Relations officer, Digital Communication Officer, Social Media Strategy Planner, Marketing Communication and/or Advertising Executive, Event Planner, Online Editor, Multimedia Executive, Multimedia Reporter, and online influencer (e.g. blogger and YouTube Creator), etc.

課程特色

1. 本課程涵蓋公關理論和實務，結合最新數碼傳訊及媒體科技，旨在建立學生的故事演繹及演說能力、助他們掌握多媒體創意內容製作的基本技能。
2. 透過不同工作項目的參與，學生累積大數據分析、社交媒體策略、市場傳訊、活動策劃、持份者參與及危機應變等公關經驗。

就業

畢業生可受聘於任何商業、政府、非牟利機構及傳媒機構，成為公關、數碼傳訊人員、社交媒體策劃人員、市場傳訊及 / 或廣告人員、活動策劃人員、網絡編輯、多媒體主任、多媒體記者及網上傳媒人（如博客及YouTube創作人）等職位。

Professional Core Modules

- Public Relations and Stakeholder Engagement
- Event Practicum
- Video Production
- Creative Writing for Media
- Effective Communication & Public Speaking

專業核心單元

- 公共關係及持份者參與
- 項目策劃
- 影片製作
- 媒體創意寫作
- 公開演說及溝通技巧

Public Relations

Marketing

Communication

Digital Media

Event Planning

Content Marketing & Advertising

公關

數碼媒體

內容營銷及廣告

市場傳訊

活動策劃

@ tswtam@vtc.edu.hk

☎ 3928 2411

📍 KT

BA114054

Year 1-2

Higher Diploma in Management for Disciplined Services

紀律服務管理高級文憑

Year 3

BA (Hons) Business and International Management
University of Northumbria at Newcastle, UK

環球商業管理(榮譽)文學士
英國紐卡素洛森比亞大學

*

BA (Hons) Business Management
Sheffield Hallam University, UK

商業管理(榮譽)文學士
英國謝菲爾德哈蘭大學

*

* Direct Admission to Degree Programme, please refer to P.64-66 for details. 直接取錄入讀學士學位課程，詳情請參閱第64-66頁。

Programme Features

1. The programme provides appropriate security management and disciplinary training for students interested in joining the related professions.
2. During study on the programme, students can receive training in the relevant auxiliary force (subject to passing the selection process) and participate in real operations and services after passing-out to gain real-life experience.

Career Prospects

Graduates are competent to take up frontline managerial positions and other ranks in associated disciplinary services; or become security managers and officers in the private sector.

課程特色

1. 本課程為有志投身保安管理及紀律部隊的學生提供合適的訓練，課程內容涵蓋保安管理及與紀律部隊工作有關的單元。
2. 學生於修讀課程期間，可參加輔助部隊的培訓（需要通過遴選過程），完成訓練並成為輔助部隊隊員後，將會被安排參與真實的行動及服務，以獲得實戰經驗。

就業

畢業生可勝任紀律部隊前線管理職位及其他職級；亦可於商界擔任保安經理或相關職位。

Professional Core Modules

- Criminal Psychology
- Human Resource Management for Disciplined Services
- Physical Fitness and Leadership Training
- Principles and Theories of Security Management

專業核心單元

- 犯罪心理學
- 紀律服務領導管理
- 體能及領導才能訓練
- 保安管理準則與理論

Disciplinary Force
Government Job
Police
Immigration Department
Custom and Excise

紀律部隊
警察
海關
政府工
入境處

@ tm-ba@vtc.edu.hk

☎ 2460 5951

📍 TM

05

Diploma of Foundation Studies 基礎課程文憑

Programme

Diploma of Foundation Studies - Business
Diploma of Foundation Studies - Retail

課程

基礎課程文憑 - 商業
基礎課程文憑 - 零售

FS113002B

Diploma of Foundation Studies - Business

基礎課程文憑 - 商業

Programme Features

Equips students with practical skills and knowledge required for business sector and strengthens their interpersonal and teamwork skills.

課程特色

訓練商業實務技巧及知識，提升人際關係及小組合作等技巧。

@ miriamtot@vtc.edu.hk ☎ 2708 5314 📍 HW|KT|ST|TM|TY

Professional Core Modules

- Accounting Fundamentals
- Business Fundamentals
- Customer Service Fundamentals
- Integrated Business Practices

專業核心單元

- 會計學原理
- 商業概念
- 客戶服務
- 綜合商業實務

FS113002L

Diploma of Foundation Studies - Retail

基礎課程文憑 - 零售

Programme Features

Equips students with practical skills and knowledge required by the retail and related industries.

課程特色

教授基本零售知識和就業技能，讓學生能在零售及相關行業發展。

@ hwba@vtc.edu.hk ☎ 2708 5325 📍 HW

Professional Core Modules

- Retail Fundamentals
- Business Fundamentals
- Integrated Retail Practices
- Customer Service Fundamentals

專業核心單元

- 零售概念
- 商業概念
- 綜合零售實務
- 客戶服務

06

Continuing Education 持續進修

IVE Business Continuing Education is committed to provide quality and effective practical training programmes to meet the industry needs. To keep abreast with the ever changing manpower needs, tailor-made programmes will be offered upon clients request. It also offers a one-stop training in people development through its award bearing programmes such as Certificate, Professional Certificate and Professional Diploma.

商業學科的持續進修一直致力為業內僱員提供與時並進及高質素的培訓課程。為配合業界對人力資源和培訓的需要，學科會按個別僱主的需要編制培訓課程，通過持續進修課程和資歷認可課程（如證書、專業證書和專業文憑）提供一站式人力發展培訓。

Award Bearing Programme

資歷認可課程

Award Bearing Programmes are Certificates, Professional Certificates and Professional Diplomas which are recognised by the Hong Kong Qualification Framework. The programme areas include E-Retail and Management, Property and Facilities Management, Legal Studies, E-Logistics and Supply Chain Management, Digital Transformation, Accounting and Finance, Digital Marketing, Big Data and Business Analytics, E-Commerce and Business Startup, Personal Branding and KOL, and Design Thinking.

資歷認可課程是已取得香港資歷架構認可之證書、專業證書和專業文憑課程。現時此類課程涵蓋電子零售及管理、物業及設施管理、法律、電子物流及供應鏈管理、數碼轉型、會計及金融、數碼營銷、大數據及商業分析、電子商貿及創業、個人品牌及意見領袖，及設計思維。

Short Course and Distance Learning

短期課程及遙距課程

These programmes cover a wide range of subject areas such as Retail Management, Team Building, Customer Services, Business Technology, Event Planning, Investment, Aviation Services, Interview Skill and Grooming.

課程涵括不同範疇，例如：零售管理、團隊建立、顧客服務、商業科技、活動籌劃、投資理財、航空服務、面試技巧、個人儀容及護理等。

Tailor-made Training Programme

專屬培訓課程

Corporate training programme is designed for enterprise with specific training needs.

我們可以因應個別客戶的要求，為其設計專屬的企業培訓方案。

@ ituba@vtc.edu.hk

2708 6401

2957 5730

07

Other Information
其他資訊



Multiple Progression Pathways 多元升學出路



Higher Diploma
高級文憑

Thei

Degree programmes
學士學位課程

THEi admits graduates from relevant Higher Diploma programmes into the senior years of its Degree programmes
香港高等教育科技學院(THEi)提供學位銜接課程予相關高級文憑的畢業生



Top-up Degree programmes
銜接學士學位課程

Top-up Degree programmes offered by SHAPE in collaboration with overseas universities
才晉高等教育學院(SHAPE)與海外大學協辦的銜接學士學位課程

Local Universities
本地大學

Overseas Universities
海外大學

Government Annual
Subsidy of HK\$33,100 *

政府每年港幣33,100元學費
資助 *



Non-means-tested Subsidy
Scheme for Self-financing
Undergraduate Studies in
Hong Kong

為修讀香港自資學士學位課程學生提供的免入息審查資助計劃

Applicable to eligible Higher Diploma graduates pursuing full-time self-financed undergraduates and locally accredited top-up degree programmes offered by THEi and SHAPE.

適用於合資格的高級文憑畢業生報讀由香港高等教育科技學院(THEi)或才晉高等教育學院(SHAPE)開辦的自資學士學位及全日制經本地評審銜接學位課程。

2+1 International Track 2+1國際化升學階梯

1年
year

Top-up Bachelor Degree
offered by British Universities
(Direct Admission)
英國大學銜接學士學位
(直接取錄)

2年
years

Higher Diploma
高級文憑

From AY2016/17 onwards
由2016/17學年起

2+1 International Track

Business Discipline Higher Diploma students will be offered an 2+1 International Track which affirms a smooth articulation to a relevant locally accredited, Hong Kong government recognised honours bachelor's degree programme offered by designated British universities upon successful completion of their studies and the qualification is equivalent to a local degree programme.

Students pursue their full-time top-up degree programmes offered under this 2+1 International Track scheme will receive a non-means-tested annual subsidy of \$33,100* from the Government.

*The amount of subsidy may have adjustment annually

2+1國際化升學階梯

商業學科高級文憑畢業生可獲特定英國大學直接取錄，於本地入讀經香港學術評審的相關銜接學士學位課程，資歷與本地大學學位等同，並可獲每年港幣33,100*元的免入息審查資助。

* 資助金額會按年作出調整

* Subsidy amount of AY 2021/22 for reference. For the eligibility and details of the Subsidy Scheme, please visit www.cspe.edu.hk/en/nmt/index.html
2021/22學年的資助金額。有關資助計劃詳情及申請資格，請瀏覽www.cspe.edu.hk/tc/nmt/index.html

Multiple Progression Pathways 多元升學出路

Articulation

Graduates opting for further studies could be admitted to the degree programmes offered by various local and overseas universities below:

升讀大學

選擇繼續升學的高級文憑畢業生，可就讀(包括以下)本地及海外大學學士學位課程:

University 大學	Full Time Programme 全日制課程	Reg. No. 註冊編號	QR Reg. No. 資歷名冊登記號碼	Validity Period 登記有效期
Coventry University, UK 英國考文垂大學 (CU)	BA (Hons) International Marketing* 國際營銷(榮譽)文學士*	252719	17/000515/L5	1/9/2017 - 31/8/2025
Sheffield Hallam University, UK 英國謝菲爾德哈蘭大學 (SHU)	BA (Hons) Business and Human Resource Management* 商業及人力資源管理(榮譽)文學士*	252133	16/000725/L5	1/9/2016 - 31/8/2025
	BA (Hons) Business Management* 商業管理(榮譽)文學士*	252135	16/000727/L5	1/9/2016 - 31/8/2025
University of Northumbria at Newcastle, UK 英國紐卡素洛森比亞大學 (UNN)	BA (Hons) Business and International Management* 環球商業管理 (榮譽)文學士*	253017	20/000181/L5	1/9/2020 - 31/8/2024
	BA (Hons) International Banking and Finance* 國際銀行及金融學(榮譽)文學士*	253018	20/000182/L5	1/9/2020 - 31/8/2024
Technological and Higher Education Institute of Hong Kong 香港高等教育科技學院 (THEi)	BA (Hons) in Professional Accounting 專業會計(榮譽)文學士	—	14/002731/L5	1/9/2014 - 31/8/2024
	BA (Hons) in Public Relations and International Events Management 公共關係及國際項目管理(榮譽)文學士	—	20/000376/L5	1/9/2020 - 31/8/2025
	BSc (Hons) in Surveying 測量學(榮譽)理學士	—	16/000216/L5	1/9/2016 - 31/8/2026

* Bachelor Degree Top-up Programmes included in 2+1 International Track Scheme.

* 2+1國際化升學階梯內之銜接學士學位課程。

Note:

The above programmes are recognised under the Qualification Framework (QF Level 5).

上述課程在資歷架構下獲得認可(資歷架構級別第五級)。

It is a matter of discretion for individual employers to recognise any qualification to which these programmes may lead.

個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

Graduate may opt for further studies to the top-up degree programme (QF Level 5) in a part-time mode offered by Coventry University, UK as below:

BA (Hons) Business Administration (Reg No.: 251732, QR Reg. No. 12/000818/5, Validity Period; 1/7/2012 - 30/6/2024)

選擇繼續升學的高級文憑畢業生，可就讀以下由英國考文垂大學提供的兼讀制海外大學學士學位銜接課程:

工商管理（榮譽）文學士（註冊編號：251732，資歷名冊登記號碼：12/000818/5，資歷名冊登記有效期：2012年7月1日至2024年6月30日）

Multiple Progression Pathways 多元升學出路



Sheffield Hallam University, UK
英國謝菲爾德哈蘭大學 (SHU)



Technological and Higher Education
Institute of Hong Kong
香港高等教育科技學院 (Thei)

Coventry University, UK
英國考文垂大學 (CU)



University of Northumbria at Newcastle, UK
英國紐卡素洛森比亞大學 (UNN)



Internationalisation 國際化



Business Discipline offers a range of learning opportunities to broaden students' horizon, activities including overseas visits, worldwide industrial attachment, industrial visits and professional seminars. The Discipline is working with global partner institutions to offer International Exchange Programme. The aim is to offer opportunities for students to gain global insight by study one or two semesters in the United Kingdom and arrange relevant credit transfer upon completion. On the other hand, International Conference is one of our platforms to meet, network and exchange with global partner institutions on the development of higher education.

商業學科會定期安排多元化的學習體驗活動，當中包括海外交流、工作實習、企業拜訪及專業研討會。學科正與海外夥伴學院洽商，推行國際交流計劃。計劃旨在提供一個海外學習機會，讓學生到英國修讀一個或兩個學期，而完成相關單元後可申請轉移學分。此外，國際會議亦提供平台讓學科與海外夥伴學院會面、聯絡以及交流高等教育發展資訊。

Professional Endorsement 專業認可

Hong Kong Institute of Marketing (HKIM)

"One of the aims of HKIM is to raise the professional standard of marketing practitioners in meeting latest business challenges. With this aim in mind, HKIM is in close partnership with IVE including recognition of its full time students of Higher Diploma in Marketing and Customer Analytics with student membership. We find IVE marketing graduates are well equipped with current marketing knowledge and skills which make them ready for work in any industry and further study at bachelor's degree."

香港市務學會

「香港市務學會旨在提升市務人員在應對業務挑戰的專業水平。為此，香港市務學會與IVE建立緊密的合作關係，包括認可其全日制市場學及顧客分析高級文憑的學生，成為學生會員資格。IVE市場學畢業生具備最新的市場營銷知識和技能，這有助他們在各行各業中發展，及為升讀學士學位做好準備。」

Hong Kong Institute of Human Resource Management (HKIHRM)

"Many IVE students studying HR join HKIHRM as student members long before they graduate, and some of them participate in our internship programme. I am truly impressed by their humble and polite attitude, diligence and dedication. They treasure every learning opportunity given by HKIHRM."

Ms Teresa S H Lee
Executive Director

香港人力資源管理學會

「許多IVE的人力資源管理學生於在學時已成為本會的學生會員，有些更曾於學會工作實習。他們勤奮有禮、認真及投入的態度，使我印象深刻。此外，他們亦十分珍惜學會給予的每個學習機會。」

李兆香女士
執行總監

The Hong Kong Public Relations Professionals'

Association (PRPA)

"Established in 1995, PRPA has been actively promoting public relations as a profession and providing regular meetings and forums to exchange views and share experience. It is the belief of PRPA that public relations will play an increasingly significant role in an organisation as well as the development of Hong Kong's economy."

PRPA has a Student Attachment Programme which aims at nurturing younger generation to become future PR practitioners. In the past few years, IVE students have been participated in the programme proactively. They gained hands-on experience through participating in PRPA events, publications and other initiatives as helpers. We believe that IVE graduates have good working attitude. They are capable for further study, and make a contribution to the Public Relations Industry in the future."

香港公共關係專業人員協會

「PRPA自1995年成立以來，一直致力推廣公共關係為專業，定期舉行會議及論壇，以達到交流意見及經驗之目的。本會深信公共關係在機構及香港經濟發展方面擔當重要的角色，且日益顯著。」

PRPA推行學生實習計劃，致力培育新一代公關人才。在過去幾年，IVE學生積極投入實習計劃，透過參與PRPA舉辦的活動、出版的刊物及其他計劃，獲取公關工作實戰經驗。我們相信IVE畢業生有良好工作態度，他們有足夠能力繼續升學，並於將來為公關界作出貢獻。」

The Chartered Institute of Housing (CIH)

Asian Pacific Branch

"IVE continuously develops various kinds of training programmes and activities to train up housing professionals for the property management industry and Hong Kong future development. We believe their graduates can make contribution and play important role for the well-being of the community."

英國特許房屋經理學會亞太分會 「IVE不斷設計不同類型的訓練課程及活動，為物業管理業，以至香港未來發展，培訓房屋事務相關的專業人士。我們相信他們的畢業生可以對社會作出貢獻，並擔當重要角色。」

Professional Endorsement 專業認可



Professional Recognition

Many professional bodies in Hong Kong and overseas acknowledge the quality of our programmes, including:

- Hong Kong Institute of Certified Public Accountants (HKICPA)
- Hong Kong Institute of Human Resource Management (HKIHRM)
- Hong Kong Institute of Marketing (HKIM)
- Hong Kong Management Association (HKMA)
- Hong Kong People Management Association (HKPMA)
- Hong Kong Public Relations Professionals' Association (PRPA)
- Hong Kong Quality Management Association (HKQMA)
- Human Capital Management Society (HCMS)
- Institute of Financial Planners of Hong Kong (IFPHK)
- Institute of Training Professionals (ITP)
- Society of Registered Financial Planners (HKRFP)
- The Association of Accredited Advertising Agencies of Hong Kong (HK4As)
- The Association of Chartered Certified Accountants (ACCA)
- The Australian and New Zealand Institute of Insurance and Finance (ANZIIF)
- The Chartered Institute of Housing (CIH), Asian Pacific Branch
- The Hong Kong Arts Administrators Association (HKAAA)
- The Hong Kong Institute of Bankers (HKIB)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)
- The Law Society of Hong Kong (LSHK)
- The Royal Institution of Chartered Surveyors (RICS) of the United Kingdom

專業認可

本學科的課程獲香港及海外專業團體認可，包括：

- 香港會計師公會
- 香港人力資源管理學會
- 香港市務學會
- 香港管理專業協會
- 香港人才管理協會
- 香港公共關係專業人員協會
- 香港品質管理協會
- 人力資源管理社
- 香港財務策劃師學會
- 培訓專業學會
- 註冊財務策劃師協會
- 香港廣告商會
- 特許公認會計師公會
- 澳大利亞及新西蘭保險與金融學會
- 英國特許房屋經理學會亞太分會
- 香港藝術行政人員協會
- 香港銀行學會
- 香港物資採購與供銷學會
- 香港律師會
- 英國皇家特許測量師學會

Student Achievements and Scholarships 學生成就及獎學金



HKICPA Business Case Competition 2020

香港會計師公會商業個案比賽 2020

1st Runner-up, Best Written Report, Merit Team Award

亞軍、最佳商業計劃書及優異隊伍獎



Outstanding Industrial Attachment Scholarships

VTC優秀企業實習獎學金 2019/20

Li Sheung Yau, Shirley 李湘柔



Por Yen Charitable Foundation Scholarship 2020

百欣慈善基金獎學金2020

Lee Ka Wing, Kary 李嘉穎



Civil Aid Service (CAS) New Recruit Best Performance Award



The Rotary Youth Leadership Awards (RYLA) 2021 1st Runner-up

With the generous support and donations from our industry partners, different scholarship are awarded to Business Discipline students every year in recognition of their outstanding academic achievement and encourage their all rounded development.

學科每年都獲得業界人士及機構的支持，表揚學業成績優越的學生及鼓勵他們積極參與全人發展活動。

頒發獎學金機構包括：

The Hong Kong Jockey Club Scholarships – Vocational Education Scholarship

香港賽馬會獎學金 — 職業教育獎學金

HSBC Vocational Education Scholarship

滙豐職業教育獎學金

Mr. K. S. Cheng Memorial Scholarship

鄭桂生先生紀念獎學金

Mo Chan Chun Yee Memorial Scholarships

毛陳珍儀紀念獎學金

The CYMA Charity Fund Scholarship

馬振玉慈善基金獎學金

Shanghai Commercial Bank Scholarship

上海商業銀行獎學金

WU Jieh Yee Bursary

伍潔宜助學金

Alumni Sharing 畢業生分享



Shao Zipeng
邵梓鵬

Associate – Audit & Assurance
PricewaterhouseCoopers
(One of the 'Big Four' accountancy firms)
審計員
羅兵咸永道會計師事務所
(全球四大會計師事務所之一)

HD in Accountancy (Now renamed as HD in Accountancy with Business Analytics)	會計學高級文憑 (現稱會計及商業分析高級文憑)
Bachelor of Business Administration (Hons) in Accountancy Hong Kong Polytechnic University	工商管理(榮譽)會計學學士課程 香港理工大學

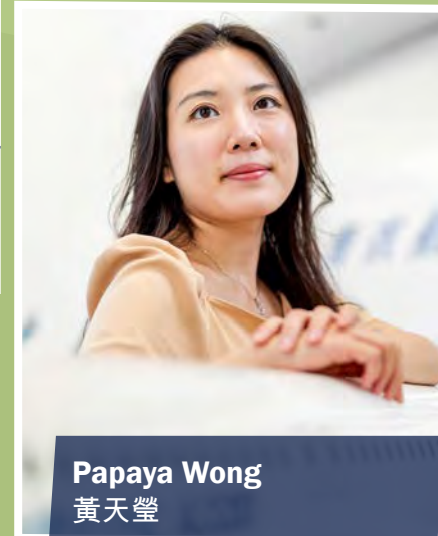
The lecturers in IVE are professional and caring. They offered me a wide variety of activities which enriched my learning journey. Such learning activities made me experience how technology and innovation helped the accountancy profession. IVE also provided me with a solid foundation of accounting knowledge which are useful in my career.

IVE的老師既專業又關心學生，他們提供多元化的教學活動，豐富了我的學習經驗，並令我體會科技及創新對會計專業的幫助，助我打穩會計知識的基礎。

HD in Customer Services for Aviation and Passenger Transport (Now renamed as HD in Aviation Services and Passenger Transport)	航空與客運服務高級文憑 (現稱航空服務及客運管理高級文憑)
BA(Hons) International Hospitality and Tourism Management University of Northumbria at Newcastle, UK	國際酒店款待及旅遊管理(榮譽)文學士 英國紐卡素洛森比亞大學

Becoming a flight attendant has always been my dream, and that is the reason why I chose HD in Customer Services for Aviation and Passenger Transport (Now renamed as HD in Aviation Services and Passenger Transport) in IVE (Tsing Yi). The programme not only taught me a lot about aviation industry, but also elevated my communication and customer service skills, which become my precious weapon in applying jobs in airlines.

為了實現當空中服務員的夢想，我選擇了入讀IVE的航空與客運服務高級文憑(現稱航空服務及客運管理高級文憑)。課程讓我全面地增進了航空界的知識，更提升了我的溝通及顧客服務技巧，成為我投考空中服務員的基石。



Papaya Wong
黃天瑩

Flight attendant
An airline company
空中服務員
一所航空公司

Alumni Sharing 畢業生分享



Chan Siu Fung, Esther
陳小鳳

**Deputy Training Manager,
Personnel Department**
China National Aviation
Corporation (Group) Limited
人事部培訓副經理
中國航空（集團）有限公司

Associate Member of Hong Kong
Institute of Human Resource
Management
香港人力資源管理學會副會員

HD in Human Resource Management (Now renamed as HD in Human Resources and Talent Analytics)	人力資源管理學高級文憑 (現稱人力資源管理及人才分析高級文憑)
BA (Hons) in Business and Human Resource Management Sheffield Hallam University, UK	商務及人力資源管理(榮譽)文學士 英國謝菲爾德哈蘭大學

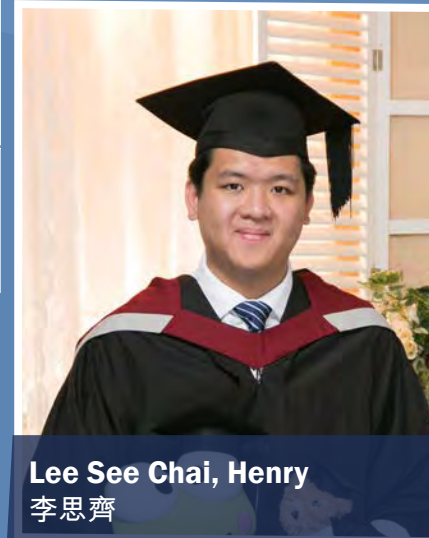
The HD programme allowed me to equip myself better and I successfully got a job offer in human resources area soon after graduation. Now, I am serving as the deputy training manager of a state-owned enterprise with a group operation. I am delighted that the HD programme provided by IVE has allowed me to find my career development direction.

修讀高級文憑課程令我更全面地裝備好自己，而且畢業後很快找到一份人力資源相關的工作。現在我在一間以集團營運模式的國有企業擔任培訓副經理，很高興IVE提供的專業學術課程，讓我找到自己的職業發展方向。

HD in Airfreight Management and Global Logistics (Now renamed as HD in Aviation and e-Logistics)	航空及環球物流高級文憑 (現稱航空及電子物流高級文憑)
BBA (Hons) Business Management Sheffield Hallam University, UK	商業管理(榮譽)文學士 英國謝菲爾德哈蘭大學

The HD programme covers different topics and emphasizes practical skills and business concepts in the logistics field. Among the 2 years of study, I got a chance to gain a scholarship and several professional certificates. Also, the interactive lectures and seminars enabled me to advance my knowledge related to the airfreight industry in a relaxing learning atmosphere.

航空及環球物流高級文憑課程涵蓋不同的主題，並強調物流領域的實用技能和商業理念。在2年的學習中，我有機會獲得獎學金和一些專業證書。此外，互動式講座和研討會使我能夠在輕鬆的學習氛圍中提高空運行業相關的知識。



Lee See Chai, Henry
李思齊

Supervisor
Hong Kong Air Cargo Terminals Limited
(HACTL)
主任
香港空運貨站有限公司

Self-Study Scheme of Dangerous
Goods Awareness for Category 4 and
5 Personnel of Freight Forwarders
awarded by HAFFA
香港貨運物流業協會發發的危險品認
知(第四及五類員工)證書

Alumni Sharing 畢業生分享



Chu Ying Kit, Eric
朱英傑

Asset Manager

A family property investment company
資產經理
— 所家族物業投資機構

MHKIH, RPHM, PMP(Tier 1) license
香港房屋經理學會會員, 註冊專業房
屋經理, 物業管理人 (第1級) 牌照

HD in Real Estate Management (Now named as HD in Real Estate and Property Management)	產業管理高級文憑 (現稱房地產及物業管理高級文憑)
Master of Law in Arbitration and Dispute Resolution City University of Hong Kong Bachelor of Arts in Housing Studies City University of Hong Kong	仲裁和爭議解決法學碩士 香港城市大學 房屋學(榮譽)學士 香港城市大學

My learning experience in IVE was amazing and full of opportunities. I and my classmates had various chances to acquire hands-on experience as well as work together for the group projects and various interesting activities.

I'm glad I found my career direction at IVE.

在IVE修讀時, 我和其他同學獲得不少機會及愉快的學習時光。除個人的實習體驗外, 我和同學可一起完成項目研究, 及參與不同類型的活動。

十分高興在IVE找到我的發展方向。

HD in Retail and Merchandising Management (Now renamed as HD in Retail Innovation and Management)	零售及採購管理高級文憑 (現稱零售創新及管理高級文憑)
Master of Science in Marketing Management The Hong Kong Polytechnic University BA (Hons) Marketing & Public Relations School of Professional Education and Executive Development, The Hong Kong Polytechnic University	市場營銷管理理學碩士學位 香港理工大學 市場營銷及公共關係(榮譽)文學士 香港理工大學專業進修學院

The programme offers diversity learning elements and practical job attachment. Students not only acquire good understanding on all the knowledge, but also grasp information on the latest development in the industry. With strong academic foundation offered by the programme, I can well prepare my career path. After graduated from the university, I join the marketing development industry and I am glad to know that I can contribute what I have learnt in both IVE and university into the industry.

課程內容多元化, 並提供了很多實習機會, 學生可深入了解所學的知識外, 更可以掌握行業的最新發展。此外, 課程為我建立良好基礎, 為我的事業鋪路。大學畢業後, 我投身市場拓展的行業, 將自己在IVE及大學所學到的知識貢獻業界。



Lau Yin Ling, Hailey
劉彥伶

Channel Department Manager

OPPO HK
銷售經理
OPPO (香港)

Industrial Attachment 工作實習



Industrial Attachment

Industrial attachment opportunities enable students to experience the real-life workplace challenges through attachment to different organisations. It could facilitate students' transition from study to work by developing their team work spirit, problem solving abilities, practical skills, and appropriate work attitudes and value.

Through the attachment, employers can identify the right talents for future full-time employments and also source suitable candidates to meet the seasonal and part-time manpower needs.

During the last academic year, students have had their industrial attachment opportunities in different business and public organizations including:

AXA China Region Insurance Company Limited
Belle International
Build King Holdings Limited
DHL Global Forwarding (Hong Kong) Limited
Goodwill Management Limited
Hong Kong BangMang Outsourcing Company Limited
Hong Kong Housing Society (Property Management Division)
Hongkong International Terminals Limited
Hong Yip Service Company Limited
Iterative Consultancy Service (HK) Limited
Kai Shing Management Services Limited
Kiu Lok Service Management Limited
LF Logistics (Hong Kong) Limited
Mannings
Marks and Spencer
Ocean Park
Primo Management Limited
SAGE Properties Limited
The Conservancy Association Centre for Heritage (CACHe)
Wellcome Supermarket
Win Seng Manufacturing Factory Ltd
A number of Certified Public Accountants and Solicitors Firms

工作實習

工作實習讓學生於工作中汲取實戰經驗，並把書本中的知識應用到真實的商業環境內，從而提升他們的團隊精神、解決問題的能力、工作技巧的運用、正確的工作態度及價值觀。

透過工作實習，僱主亦可物色合適的人力資源，以配合公司的長線及短期發展。

去年度學生曾於不同種類的工商和公營機構進行工作實習，當中機構包括：

安盛金融有限公司
百麗國際
利基控股有限公司
敦豪全球貨運物流(香港)有限公司
冠威管理有限公司
香港邦芒服務外包有限公司
香港房屋協會(物業管理部)
香港國際貨櫃碼頭有限公司
康業服務有限公司
智源顧問(香港)有限公司
啟勝管理服務有限公司
僑樂服務管理有限公司
利豐物流(香港)有限公司
萬寧
馬莎百貨
海洋公園
依星國際模特兒有限公司
智銳物業有限公司
長春社文化古蹟資源中心
惠康超級市場
永星製品廠有限公司
各大會計師事務所及律師行

Industrial Attachment 工作實習

Prince Jewellery and Watch Company Limited

"The curriculum of the programme is well-designed and can meet the needs of the industry. Well-versed with retail knowledge and skills, the graduates can accustom to new working environments and take up the assigned duties in a swift manner. With clear career goals, they are willing to learn and explore different work opportunities. In general, I am very satisfied with their performance."

Ms. Yip Mei Ling
Assistant Human Resource Manager

太子珠寶鐘錶

「課程設計緊貼業界的需要，畢業同學都能掌握專業的零售知識及技巧，他們很快適應工作環境及投入工作。另外，他們對零售業有著深入的了解及有清晰的工作目標，願意主動學習以吸取不同的工作經驗。我對他們的表現感到十分滿意。」

葉美玲女士
助理人力資源經理

ShineWing (HK) CPA Limited

"ShineWing Hong Kong continuously offers employment opportunities to IVE students through our internship and graduate programs. IVE students are equipped with necessary and professional accounting knowledge, and they also possess good attitude and enthusiasm at work."

Mr. Roy Lo
Managing Partner

信永中和(香港)會計師事務所有限公司

「信永中和香港一直有透過實習生計劃和畢業生計劃聘用IVE學生。IVE學生具備基本和專業的會計知識，並擁有良好的工作態度及工作熱誠。」

盧華基先生
管理合夥人

MyStory Communications Limited

"It is my pleasure to have IVE students in my team for an internship. They have good working attitude to perform the job well and with a drive for excellence. Some of them possess good communication and presentation skills which enable them to impress the audience in presentations. I am looking forward to provide more working opportunities to IVE graduates"

Ms. Teresa Pun
Founder

MyStory Communications Limited

「我很高興能與IVE學生合作，為他們提供實習機會。他們擁有良好的工作態度，不但努力把工作做好，而且有不斷完善工作的動力。他們當中不乏有溝通和演說能力較強的人，每當為受眾解說項目計劃內容時，都能有效地打動對方。我期待給予IVE畢業生更多的工作機會。」

潘志蘊女士
創辦人

Goodwill Management Ltd.

"Under IVE Workplace Learning & Assessment, students have chance to be selected to join us to be our "Property Management Trainees" to let them learn and grow up in the workplace and be equipped to face the challenges in the property management industry after graduation."

Mr. Raymond Tsang
Assistant General Manager

冠威管理有限公司

「參加「IVE職場學習與評核」學生有機會獲選成為我們的「物業管理實習生」，讓他們在職場實習及成長，並希望他們畢業後能面對物業管理行業的挑戰。」

曾偉鴻先生
助理總經理

Hong Yip Service Company Limited

"Well-designed programme which prepares students to be HR professionals and strategic business partners in organisations by providing practical, comprehensive and up-to-date knowledge and skills in all essential areas of HRM. Students are well-versed in all HRM issues and are able to make feasible suggestions and positive contribution in resolving HR-related issues and rendering suitable HR services to clients in organisations."

Mr. Aaron Chiang
Head of Human Resources and Administration

康業服務有限公司

「課程結構完善，為學生提供實用、多元及最新之人力資源管理專業知識及才能培訓，裝備學生成為人力資源專才及戰略性業務伙伴。學生亦能就著公司情況提出相應具體、正面而可行的建議及提出有效的人力資源服務予機構。」

蔣世源先生
人力資源及行政總監

AXA China Region Insurance Company Limited

"IVE students have positive working attitude and hardworking. Through the Industrial Attachment, they show improvement in various aspects. We are happy to provide training opportunity to IVE students."

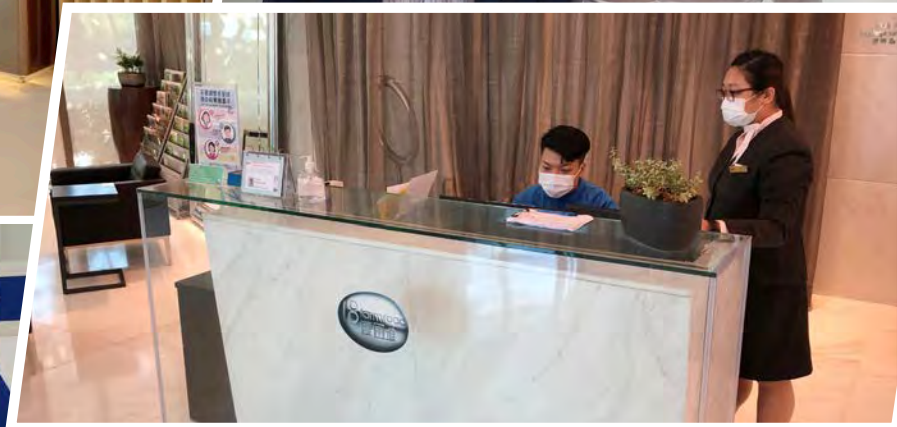
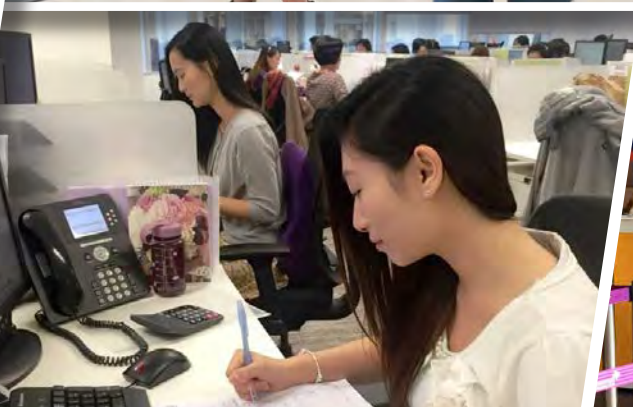
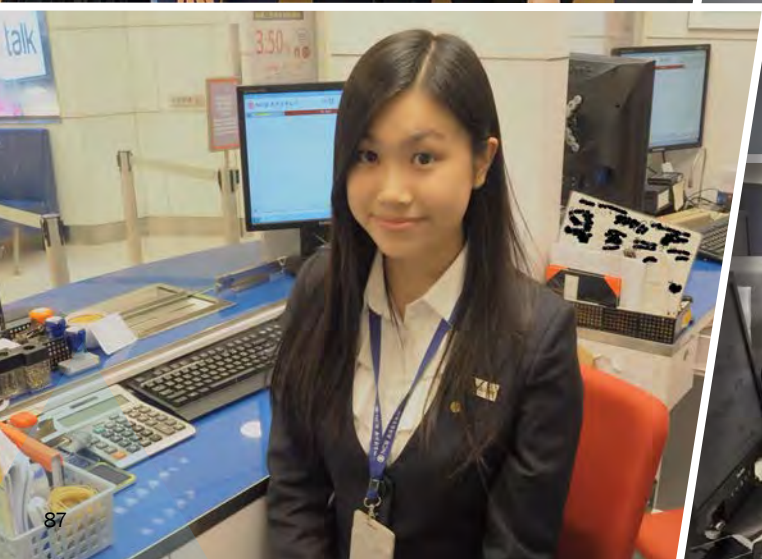
Mr. Clarence Yau
Executive Branch Manager

安盛金融有限公司

「IVE同學有正面及勤奮的工作態度，透過工作實習計劃，同學在各方面均能展示進步。我們很高興能為專業教育學院同學提供培訓機會。」

邱錦文先生
資深分行經理

Industrial Attachment 工作實習



Facilities 學科設施



Facilities

To enhance students' learning experience, the Discipline is committed to offering students innovative learning environment through a series of specialised training centers across the campuses. These state-of-the-art training centers are established to sharpen students' business knowledge and skills in various types of industries.

學科設施

學科於各院校均設有先進的教學設施，為學生提供專業培訓，豐富他們的學習興趣和行業體驗。

Some of the facilities are:

Accountancy and Finance Centre • HW
Air TY Centre • TY
BA Zone • TY
BOCHK Financial Services Learning Centre • ST
Centre of Business Innovation • ST/TM
Event Square • TY
Human Resource Assessment Centre • KT/TY
K Concept Studio • KT
Marketing and Business Management Centre • TM
Real Estate Management Academy • ST
Retail Lab • HW
Retail Place • HW
Studio ONE • KT
TMart • TM

學科設施包括:

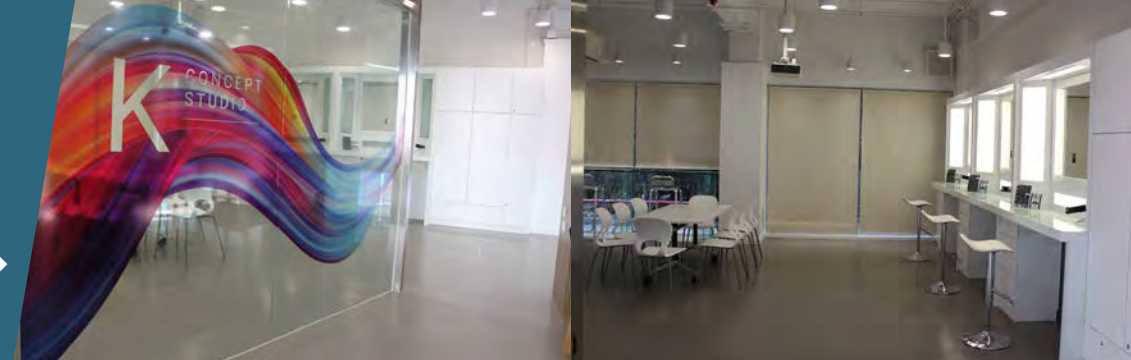
會計及財務中心
青衣航空中心
商薈
中銀香港金融服務學習中心
企業創新空間
活動工房
人才評估中心
奇•概念館
營銷及商務管理中心
房產管理研究所
零售體驗廊
售樂坊
Studio ONE
屯購坊

Facilities 學科設施

Retail Lab 零售體驗廊



K Concept Studio 奇・概念館



Air TY Centre 青衣航空中心



Studio ONE

Human Resource Assessment Centre 人才評估中心



Centre of Business Innovation 企業創新空間



Vibrant Learning Experiences 精彩學習體驗



◀ IVE Business x DorisKath Fashion Festival – Be Yourself

Virtual Exchange with ITE, Singapore



◀ Virtual Exchange with Guangzhou Huashang College



Institute of Training Professionals (ITP) Mentorship Scheme ▶



Vibrant Learning Experiences 精彩學習體驗



◀ 20th Accountancy Forum

International Business
Innovation Forum



◀ Visit to Hong Kong Science Park

Visit to Mask Factory



General Entrance Requirements and Application

一般入學條件及入學申請



General Entrance Requirements

Higher Diploma

- Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language; **OR**
- VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; **OR**
- VTC Diploma in Vocational Education / Diploma of Vocational Education; **OR**
- Yi Jin Diploma / Diploma Yi Jin; **OR**
- Equivalent

Diploma of Foundation Studies

- Completion of Secondary 6 (under the New Senior Secondary Academic Structure); **OR**
- Equivalent

一般入學條件

高級文憑

- 香港中學文憑考試五科成績達第二級或以上，包括英國語文及中國語文；**或**
- VTC 基礎文憑（級別三）/ 基礎課程文憑；**或**
- VTC 中專教育文憑 / 職專文憑；**或**
- 毅進文憑；**或**
- 同等學歷

基礎課程文憑

- 完成中六（新高中學制）；**或**
- 同等學歷

Application 入學申請

Apply online 於入學網頁
www.vtc.edu.hk/admission

Tuition Fees and Financial Assistance 學費及經濟援助

Tuition Fees

- The study duration of Higher Diploma programmes is normally 2 years. The tuition fee is payable in two instalments each year.
- The study duration of Diploma of Foundation Studies programmes is normally 1 year. The tuition fee is payable in two instalments.

學費

- 高級文憑課程的一般修讀期為兩年，每年學費分兩期繳付。
- 基礎課程文憑課程的一般修讀期為一年，全年學費分兩期繳付。

AY 2021/22 Tuition Fees for Full-time Subvented Programmes Listed Below for Reference
以下表列2021/22學年全日制資助課程學費供參考

Programmes / Disciplines 課程 / 學科		Tuition Fees (HK\$) 學費 (港幣\$)	
		1 st Year # 第一年#	2 nd Year # 第二年#
Higher Diploma 高級文憑	Business Discipline 商業學科	\$30,800	\$30,800
	Other Disciplines 其他學科	\$31,570	\$31,570
Diploma of Foundation Studies 基礎課程文憑		\$20,500	—

AY 2021/22 Tuition Fees for Full-time Self-financed Programmes Listed Below for Reference
以下表列2021/22學年全日制自資課程學費供參考

Programmes / Disciplines 課程 / 學科		Tuition Fees (HK\$) 學費 (港幣\$)	
		1 st Year # 第一年#	2 nd Year # 第二年#
Higher Diploma 高級文憑	Business Discipline 商業學科	\$57,600	\$57,600
	Other Disciplines 其他學科	\$59,000	\$59,000

Tuition fees are subject to annual review.

學費水平會每年檢討。

SF Self-financed Programmes
自資課程

Notes

- In addition to tuition fees, students will be required to pay other fees, such as caution money and students' union annual fees. Students of Higher Diploma Programmes will be required to pay the study package fees for English modules and Chinese & Putonghua modules.
- All new students are required to pay the 1st instalment of tuition fees and other fees by mid-August 2022.
- Some students may be required to study bridging modules or enhancement programmes to support their study; or to attend additional training, industrial attachments, public examinations for which separate fees will be charged.
- Students of Diploma of Foundation Studies programmes may choose to take the optional module "Foundation Mathematics III" with a separate tuition fee.
- The information listed above is only applicable to local students.

備註

- 除學費外，學生須繳交其他費用如保證金及學生會年費。高級文憑學生需繳交英文單元研習教材費及中文及普通話單元研習教材費。
- 所有新生須於2022年8月中旬繳交第一期學費及其他費用。
- 為增強對學生的學習支援，學院或會要求部分學生修讀銜接單元/增潤課程；或需參加額外培訓/實習/公開考試，並繳付所需費用。
- 基礎課程文憑學生如選擇修讀選修單元「基礎數學（三）」，需另繳學費。
- 以上資料只適用於本地學生。

Tuition Fees and Financial Assistance 學費及經濟援助

Financial Assistance

Students of VTC full-time subvented or self-financed programmes may apply for the following financial assistance schemes:

經濟援助

入讀職業訓練局全日制資助或自資課程的學生，可申請以下資助計劃：

- ★ Students may apply for the "VTC Tuition Fee Remission Scheme (FR)" if no grant is offered under the "Financial Assistance Scheme for Post-secondary Students (FASP)" (Note: Flat Rate Grant for Academic Expenses is not applicable).
- ★ 學生如未能獲得「專上學生資助計劃」的助學金，可申請「職業訓練局學費減免計劃」。（註：學習開支定額津貼部份並不適用）。

Financial Assistance Schemes 經濟援助計劃		Student Finance Office (SFO) 學生資助處 (SFO)						VTC 職業訓練局
		Tertiary Student Finance Scheme- Publicly- funded Programmes 資助專上課程 學生資助計劃 (TSFS)	Non-means-tested Loan Scheme for Full-time Tertiary Students 全日制大專學生 免入息審查貸款計劃 (NLSFT)	Extended Non-means-tested Loan Scheme 擴展的免入息審查 貸款計劃 (ENLS)	Financial Assistance Scheme for Post-secondary Students 專上學生資助計劃 (FASP)	Non-means-tested Loan Scheme for Post-secondary Students 專上學生免入息審查 貸款計劃 (NLSPS)	Continuing Education Fund 持續進修基金 (CEF)	Tuition Fee Remission and Flat Rate Grant for Academic Expenses 學費減免及學習開支 定額津貼 (FR & FRG)
Types of Programmes 課程種類	Subvented Programmes 資助課程	Higher Diploma 高級文憑	✓	✓	—	—	—	—
		Diploma of Foundation Studies 基礎課程文憑	—	—	✓	—	—	✓
Self-financed Programmes 自資課程	Higher Diploma 高級文憑	—	—	—	✓	✓	For some programmes 部分課程	★

SF Self-financed Programmes
自資課程

Please refer to the Admissions Homepage (www.vtc.edu.hk/admission) for details of the above schemes.
以上各項計劃詳情，請參閱 www.vtc.edu.hk/admission。

Campus Contact Information 院校聯絡資料

IVE (Haking Wong) 香港專業教育學院 (黃克競)

702 Lai Chi Kok Road, Cheung Sha Wan, Kowloon
九龍長沙灣荔枝角道702號
Tel 電話：2361 5161



IVE (Tuen Mun) 香港專業教育學院 (屯門)

18 Tsing Wun Road, Tuen Mun, New Territories
新界屯門青雲路18號
Tel 電話：2463 0066



IVE (Kwun Tong) 香港專業教育學院 (觀塘)

25 Hiu Ming Street, Kwun Tong, Kowloon
九龍觀塘曉明街25號
Tel 電話：2727 4331



IVE (Sha Tin) 香港專業教育學院 (沙田)

21 Yuen Wo Road, Sha Tin, New Territories
新界沙田源禾路21號
Tel 電話：2606 6227



IVE (Tsing Yi) 香港專業教育學院 (青衣)

20 Tsing Yi Road, Tsing Yi Island, New Territories
新界青衣島青衣路20號
Tel 電話：2436 8333





Information as of 11/2021

In support of environmental protection, the Vocational Training Council will make available limited print copies of marketing collaterals. For the latest and comprehensive information on the programme, please visit www.ive.edu.hk/ba

資料截至2021年11月

職業訓練局為響應環保，所有刊物均限量印刷。如欲查詢最新及詳細的課程資料，請瀏覽 www.ive.edu.hk/ba

Disclaimer :

1. Latest programme curriculum and relevant information will be updated on the Admissions Homepage (www.vtc.edu.hk/admission). Should there be any inconsistency between the information in this Information Guide and that on the Admissions Homepage, the latter version prevails.
2. VTC reserves the right to cancel any programme, revise programme title, content or change the offering institute(s)/ campus(es)/ class venue(s) before class commencement if circumstances so warrant. Details will be announced on the Admissions Homepage.

免責聲明:

1. 最新的課程內容及相關資料會上載於入學網頁 (www.vtc.edu.hk/admission)。如本指南與入學網頁的資料有異，請以入學網頁為準。
2. 職業訓練局可因應情況於開學前取消任何課程、修正課程名稱、內容或更改開辦課程的院校 / 分校 / 上課地點，詳情會於入學網頁公布。